## ABSTRACT

The present invention is a scheduling method and apparatus for scheduling appointments/reservations between Service Providers offering services and End Users seeking to schedule services. In a preferred embodiment, the apparatus of the present invention includes a Central Controller for mediating the scheduling method including a database for storing Service Provider schedules. In one embodiment, the controller receives an End User request including an appointment/reservation type and day of desired service. A scheduling program displays a Service Provider schedule, including available times and appointment/reservation types, to respond to the End User request. The End User then secures an available appointment/reservation from the displayed schedule. The scheduling program analyzes the request and returns a confirmation/rejection in response. The method and apparatus of the present invention have applications via computer networks, such as the Internet, as well as conventional voice telephony systems.